

## **REMARKS**

The Assignee respectfully requests entry of the above amendment in response to the Notice mailed March 16, 2010. The previously submitted amendment was denied entry as being unresponsive. The Assignee hereby resubmits claim amendments to a consistent invention.

As Examiner Van Bramer suggests, the pending claims revisit the claims that were pending at the time of the August 7, 2008 final Office action. The pending claims add new features for a webpage that *"notifies] the advertisers of a future advertisement time slot in the scheduled lineup."* These features are at least supported at page 8, lines 1-14 of the as-filed application. The advertiser sends the webpage *"comprising an advertiser's request to replace the advertisement with the different advertisement and a financial premium for replacing the advertisement with the different advertisement."* These features are at least supported at page 8, lines 1-14, and at page 10, lines 4-10, of the as-filed application. The same claim features are then recited as of the August 7, 2008 final Office action.

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If any questions arise, the Office is requested to contact the undersigned at (919) 469-2629 or [scott@scottzimmerman.com](mailto:scott@scottzimmerman.com).

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Scott P. Zimmerman', with a stylized flourish at the end.

Scott P. Zimmerman  
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Reg. No. 41,390